



Arlington Commission for Arts and Culture Creative Engagement Sub-Committee

Date: October 16, 2019

Time: 7:00-9:00p

Location: The Lyons Room, Town Hall

Minutes

Attendance: Adria Arch, Cristin Canterbury Bagnall, Tom Davison, Lidia Kenig-Scher, Stephanie Marlin-Curiel, Cecily Miller.

The meeting was called to order at 7:08p.

The sub-committee members agreed that this group's goal is to be an umbrella for all ACAC's programming so that we're more in tune and aligned so we have unified internal and external presentation and can identify complimentary opportunities. This will be a structure designed to avoid siloing.

The sub-committee will meet monthly, and Tom and Adria will alternate chairing the meetings.

The sub-committee discussed the importance of volunteers across all programming. There would be value to collaborative outreach to orgs like ACA, Morningside Music Studio, Arlington Friends of the Drama, Old Schwamb Mill, etc. We have an opportunity to engage and get advice from artists and orgs in the community. ArtLinks is having a meeting about what it means to be a networker in the arts, with emphasis on volunteering, so that people will get involved. It's also important to make it clear to volunteers what's in it for them. ACAC needs to create a volunteer pool, volunteer thank yous, volunteer appreciation night.

The sub-committee discussed its purpose. The opinion was expressed that this group can be most effective by empowering existing arts and culture organizations. How can we amplify, enhance, build on organizations that have a paid infrastructure? We should make sure there is synergy across things we're doing and across other activities/events in town and build on existing infrastructure/interest/passion instead of creating things out of whole cloth. ACAC should be and has been strategic about targeting potential partners. Freedom Baird piece was in relationship with True Story Theater and Zero Waste Arlington. Leslie Wilcox exhibition is in relationship with Arlington Historical Society. How can ACAC enhance, lift up, work that's going on

around town? We can help with programming advice and connections, promotion, etc.

Relationship is at the center of all ACAC's work, in how it is developed and how it is executed and practiced. Programming is also a path to visibility. We have to be equally aware of what's already going on and where there is need. The sub-committee will work on a more fleshed out vision for the next meeting, rooted in reporting from the November 14 non-profit summit. The survey at the non-profit summit asks organizations about their signature programming. This will give ACAC information to plan a multi-month content calendar for the website and newsletter.

The sub-committee will talk to Beth Locke about adding a celebration of an artist to the Chamber of Commerce event.

Lidia met with the business owners at Roasted Granola in the Heights about creating a plein air painting pilot event in the Heights in May or June. It would be based out of Roasted Granola. The hope is to close Mass Ave between Roasted Granola and the bus depot. There would be musicians and poetry readings interspersed and food interspersed among the painters. ArtLinks members are enthusiastic about taking part. Pam Shanley said ACA will be behind it too. ACAC would produce it as a Live Arts Arlington event. ATED could support this if local businesses are involved and the event has a focus of bringing traffic to the Heights. Could we have painted pieces on street signs and use empty store fronts to display painters' additional works? There was also discussion of having a community-created artwork as part of this event. Lidia will be the project coordinator and will write up a proposal and timeline to be reviewed at the November sub-committee meeting. It was noted that ACAC has a very busy calendar in June and late May is likely preferable for this event.

Roasted Granola would also like to have a mural on the end of their building on the side wall.

ACAC is producing an exhibition of Leslie Wilcox's work on the grounds of the Jason Russell House in collaboration with Arlington Historical Society. The legal agreements are currently in development and the hope is that the work can be installed this Fall. Once the work is installed there is opportunity to add performance programming – maybe the high school madrigals group, or local chorale groups? Tom Davison offered to help with programming.

Stephanie met with Tom Formicola, the incoming executive director of ACA. Tom will take over the commissioner seat Linda Shoemaker had occupied on ACAC and expressed interest in the "campus" idea within the Cultural District.

Stephanie met with Jonathan Hyde and the president of the Town Hall Garden. They discussed an art market, an illumination festival, and Shakespeare in the Park as possible programming ideas for the Town Hall Garden. They're looking for programming that will bring people into the space so they can raise funds to

restore the original plantings. Cecily will find out from Ali if she's planning to bring back the Boston Women's Market. Cecily notes that the space creates an opportunity to really think about that space and program that space specifically – the library, the poet laureate, the garden. When we get an opportunity to work in a beautiful space like that, we should do something inspired by the space. We need to better understand the financial implications of programming this space – we've been told there is a \$500 rental fee.

There is a request from Jan Whitted of ArtBeat that ACAC reimagine Feast of the East, to be discussed at this sub-committee's November meeting.

Meeting adjourned at 9:03.